FairShares Train the Trainer

A course curriculum for new FairShares Lab trainers to support organising and running FairShares Labs

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(IO4 – Train the Trainer - Final Reviewed Version)

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Prolog

Welcome to the fourth intellectual output (IO4) of the Erasmus+ project *FairShares Labs for Social and Blue Innovation Project* (Project 2016-1-DE02-KA204-003397). IO4 has been prepared by project partners to describe their curriculum for training new trainers in a FairShares Lab. Work started in Erfurt, Germany (7th-9th December 2016) and progressed in transnational meetings until finalised in Berlin (6th-7th November 2018).

The partners all have a connection to the field of social enterprise either as hosts of existing co-working spaces, as partners in EU social enterprise projects, as academics teaching or researching the field, as consultants working on regional/international development projects or as adult educators supporting social entrepreneurship. This course is organised into 13 lessons, plus a final evaluation. All materials have been uploaded to http://fsi.coop/courses and posted as a new course on the https://fairsharesplatform.eu site (FairShares Association Lab) as a Moodle backup.

We are grateful to members of the FairShares Association (https://fairshares.coop) for their work on improving and proof-reading course materials.

Roger Schmɪdtchen, VSBI, Germany (Project Lead), 1st April 2019

Welcome to the Course (in English)

To undertake this course, you need to be registered at http://fsi.coop/courses, and enrolled on the 'FairShares Train the Trainer Course (English)' course. Alternatively, obtain a copy of the course materials from the DropBox Folder of the FairShares Labs project partners.

We strongly recommend that people taking this course prepare by completing the *Introduction to the FairShares Model* course at http://fsi.coop/courses. The Train the Trainer's course is focussed on developing the capacity and abilities of FairShares trainers; it does not provide detailed coverage of the FairShares Model itself.

The course is designed to become part of a FairShares Certified Professional qualification (with tutor support throughout). This qualification is for social entrepreneurs, managers and educators who are seeking to create, support and develop a physical or virtual FairShares Lab (FSL). A FairShares Lab is a place in which the FairShares Model is applied to co-operative development projects that bring about social and blue innovation.

Background to the FairShares Labs Project

The *European FairShares Labs for Social and Blue Innovation* (FairShares Labs) project seeks to develop novel solutions to economic and environmental challenges, and to assist the reform of welfare systems and job markets. Traditional welfare and social services have not yet adjusted to the global rise of cooperative social entrepreneurship (CSE) that has evolved as a response to the neo-liberalism of the 1990s and the austerity policies of the last decade. Moreover, socio-structural changes brought about by the widespread use of the internet make it imperative to develop new forms of democratic social enterprise that promote wider participation and sustainable development.[1]

This document contains the lesson plans for the course. Each lesson plan covers one lesson of a three-day (or three-block) course comprising 13 lessons and an evaluation. Tutors can organise delivery as a three-day course, or through online support to learners enrolled on the Moodle platform at http://fsi.coop/courses.

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[1] See https://www.un.org/sustainabledevelopment/sustainable-development-goals/ for more information.

Lesson 1 Introduction

Learning objectives

To know what the expectations are of being an FairShares Lab (FSL) trainer.

Description of the content of the lesson

In this lesson you will get more information about the FSL Train the Trainer course. You will be asked to evaluate and reflect on your previous experiences as a trainer or business advisor.

Resources required

Computer with internet connection, pen, paper and access to a printer.

Enrolment on course at fsi.coop/courses.

Content

- Watch the **Video**[2] introduction by a tutor and study the draft curriculum of the structure of the course, its aim and objectives and resource requirements (native language speaker).
- If you are studying in English, an introduction by Professor Rory Ridley-Duff has been pre-recorded for you.

Learning activity: <u>Open discussion</u>

- Ask participants to write down their experiences of being a trainer.
- What experiences do you have as a trainer?
- What do you like about being a trainer?
- What are difficult situations for you as a trainer to cope with?
- Exchange in the group.

Evaluation of the lesson

- Do your expectations correspond with the training structure and its objectives?
- Do you think you can sufficiently build on your earlier experience as a trainer?

Expectations of the FairShares Trainer

- Incorporating the training structure and its objectives
- Describing own experience as a trainer

Time

1 hr

Additional resources

- The Simple Guide To FairShares: This video provides an overview of the complexities that are simplified through the application of the FairShares Model.

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[2] This video can be created by each partner in the language based on text "becoming a FSL trainer" of their country or we create one video in English language and each partner creates subtitles in their own language.

- [Introducing the FairShares Model V3.0](#): This article at the P2P Foundation reproduces material from the FairShares Association website about V3.0.
- [The Case for FairShares](#) (PDF Format): This seminal book brought together all the early work on defining the FairShares Model, and published models rules that have been adopted and further developed by project partners.
- **Available in Print Format** [from Amazon](#) and online retailers (approx. £10 / €11).

Lesson 2 Initial Self-Assessment

Learning objectives

To identify what kind of FairShares Labs trainer you are.

Description of the Content of the Lesson

In this lesson you will assess yourself as a potential FSL trainer and you will become more familiar with the values and principles of FairShares.

Resources required

Computer with internet connection, pen and paper, and access to a printer.

Enrolment on the course at www.fsi.coop/courses

Content

Individual:

Task 1 Download, then fill in "Learning Activity – Profiling as an FSL Trainer" (10 mins)

In study groups or individually

Task 2 Ask feedback from three people who might have an idea of you as a trainer and ask them to fill in this questionnaire with you in mind as a trainer.

Task 3 Compare the results

Task 4 Answer the following questions:

- Which competencies have I developed well to become a FairShares Lab trainer?
- Which competencies do I have to improve or develop?

Task 5 Download and reread the FairShares Values and Principles. Write out (or discuss with your study group) **your attitude** to the five FairShares values and principles.

(What do they mean to you?)

Evaluation of the lesson

- To what extent has it been useful to fill in the self-assessment test?
- Has it been useful to write down your attitudes towards the five FairShares values and principles?

Expectations of the FairShares Trainer

- Critical self-reflection, filling in the self-assessment test.
- Developing critical awareness of attitudes to FairShares values and principles.

Time

1 ½ hrs

Additional resources

FairShares Values and Principles: This document describes the five FairShares values and principles and shows how they link to the six key questions in the FairShares Model.

Managers' competences in social enterprises: Which specificities? This journal article is based on social enterprise managers' views of the key knowledge, skills and abilities they need to run their enterprises. It adds to the debate about values and principles in the context of multi-stakeholder social enterprises.

The Adult Learning Theory - Andragogy - of Malcolm Knowles: Knowles is a key theorist of the differences between pedagogy (the education of children) and andragogy (the education of adults and adult learning). This page provides a short introduction to his work.

Changing Education Paradigms: This engaging short video examines the characteristics of good (non-standardised) learning through collaboration. It offers a powerful critique of the weaknesses of standardisation in teaching and inflexible assessment.

Train the Trainers Toolkit (NHS): Some benefits may be derived from examining how other large organisations organise 'Train the Trainer' programmes. Here is an example from the NHS.

Lesson 3 Orientation on Adult Learning

Learning objectives

- To identify your strong and weak points as a FairShares Labs (FSL) trainer.
- To understand and navigate the complexities of learning styles and adult learning.

Description of the content of the lesson

In this lesson you will become more informed about the main principles of adult education, how to cope with different learning styles and how to develop an effective style as an FSL trainer.

Resources required

Access to learning materials on www.fsi.coop/courses via an Internet-enabled computer

(Face to Face) Presenter (beamer) and laptop for the trainer, flipchart.

Content

- Working with different kinds of learners in different roles (Learning Circle Case Study)
- Kolb's Learning cycle (video presentation).
- Identifying different teaching and training styles (comprehension activity).

For a critique and discussion of the limitations of Kolb's learning cycle, see section 3 of 'Methodology for Creating a FairShares Lab' (Download from: http://shura.shu.ac.uk/22723/)

Learning activities

Download the learning activities, then read the text about the learning circle followed by the Learning Circle Case Study. Consider the following questions.

- What is the situation?
- What kind of person is he/she?
- What kind of behaviour is he/she showing?
- What possible solutions would you try?

Learning activity 1 (30 mins)

In your study group (or notepad, if you are studying on your own), discuss the following:

- Do you recognise something about Kolb's learning styles in the role play situations?
- What kind of learner do you think you are (thinker, doer, feeler or watcher)?
- What helps you to progress to other stages in the learning circle and complete the process?

Learning activity 2 (20 mins)

Study the text about the situational coaching model about mentoring styles.

Write out (or discuss with your group)

- What is your favourite mentoring style?
- Why is this your favourite style?

Learning activity 3 (30 mins)

Study the text about the five education cultures

- What is your favourite trainer style?
- When is each style helpful and effective?
- How can you change your style?

Evaluation of the Lesson

- Was this Lesson helpful for you?
- Are you able to say what style is helpful and effective?
- Do you know how you can change your style?

Expectations of the FairShares Trainer

Exploring their personal learning and teaching style.

Learning to change style when needed.

Time

1 ½ hrs

Additional resources (on Moodle)

Deep Learning and Education for Sustainability: This article compares surface and deep learning then considers how more holistic approaches to deep learning are needed to educate people for sustainability (and social enterprise).

IO1 (Methodology for Creating a FairShares Lab) Sections 3.1 to 3.3 describe project partners' assumptions about learning and development, including the Train the Trainer programme.

Lesson 4 FairShares Lab Overview

Learning objectives

- To understand the elements of FairShares Labs (FSLs).
- To be able to navigate and explain the FairShares Model in detail.

Description of the content of the Lesson

In this lesson you will get an overview of an FSL and imagine how a social enterprise might be formed by going through an FSL.

Resources required

(Online) Laptop/computer with an internet connection, picture editing software or camera.

(Face to face) Presenter (Beamer) and laptop for the trainer, flipchart

FairShares Canvass (to show lab participants)

Content

Download the learning materials to begin this lesson.

Task 1 Explaining the FairShares Lab (45 mins)

On your own (or in your study group), examine pages 1 and 2 of the document, 'Overview FairShares Labs presentation'. If needed, review 'Methodology for Creating a FairShares Lab' (Read Part 2)

- Based on these documents, script and record a short 2-minute video of you explaining the concept of an FSL (30 mins)
- Upload it to a social media site of your choice (5 mins)
- Email three people a link to your online presentation and ask them for feedback (10 mins)

Task 2 Gameplay (45 mins)

Examine page 3 of the 'Overview FairShares Labs presentation'. If needed, review 'Methodology for Creating a FairShares Lab' (Read Part 4, particularly 4.3)

Goal: Identify the functions and resources for each phase of an FSL through a game. You will learn more about the goals, functions and internationally available resources to support you.

- Choose a case from Annex 6 of Methodology for Creating a FairShares Lab and imagine how this case would go through the Lab experience (there are 20 to choose from)
- What outcomes do you expect at each stage of the lab?
- Using your own creativity, map out ideas on how to adapt using resources from your local eco-system.

Task 3 Presentation (30 mins)

Based on your familiarity with FairShares Model V3.0a documentation and one of the 'Relevant Cases' in Annex 6:

- **Prepare a 60-second presentation** (on video or paper) in which you argue that the case you selected is implementing the FairShares Model. Set out one of its unique

selling/organising propositions and ensure you answer one 'key question' in the FairShares Model.

● **Share your presentation** with one other person and ask them for feedback.

Evaluation of the lesson

- Was this lesson helpful for you?
- Are you able to explain in your own words what a FairShares Lab is?
- Do you feel able to guide others through a Lab?

Expectations of the FairShares Trainer

The trainer needs to have the skills to describe the FSL and how it offers a unique adaptable environment for social enterprise creation

The trainer will need to develop skills in guiding staff on planning a Lab

Time

2 hrs

Additional resources

IO1 - Methodology for Creating a FairShares Lab - Section 2.1 contains all the documentation used for the jigsaw learning activity in this lesson.

Living Labs: This Guardian article describes different types of learning lab, including Living Labs.

Accelerator / Incubator and their differences: The first two URLs will help you to understand enterprise accelerators and incubators, and the last one is an evaluation of their differences.

Startup ecosystem: This link takes you to Startup Commons documentation on creating eco-systems for starting enterprises.

FairShares Lab Quick Overview: This URL gives the FairShares Associations' account of FSLs.

Lesson 5 Self-Assessment (Review)[3]

Learning objectives

- To measure progress in your learning about FairShares Labs (FSL) and being an FSL trainer
- To identify what you need to follow up in more depth

Description of the content of the lesson

In this lesson you will do the self-assessment test again and discuss your progress and consider if you have that basic potential of knowledge and skills to become an FSL trainer.

Resources required

Copy of the self-assessment questionnaire for this lesson and a pen.

Content

Download and fill out the self-assessment questionnaire[4] again and compare the outcomes.

- Which competencies have I developed to become a FairShares Lab trainer?
- Which competencies do I have to improve or develop?
- Devise a plan for following up on your learning

Evaluation of the lesson

- In which way was it helpful for you to repeat the self-assessment test?
- Have you found learning needs that require further exploration?
- Do you feel sufficiently comfortable and self-confident to become an FSL-trainer?

Expectations of the FairShares Trainer

Critical self-reflection

Time

Up to 45 mins

Additional resources

Keisey personality assessment: This URL takes you to a 70-item questionnaire to assess your personality.

Big 5 personalities assessment: This URL takes you to an inventory developed by Goldberg (1992) that assesses the 'big five' factors in personality testings.

Mayers personality test: This URL takes you to another personality testing instrument that distinguishes Analysts, Diplomats, Sentinels and Explorers.

Map your professional career path: This final URL offers a research instrument to assess your ideal career path.

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[3] You can do this lesson here but also at the end of the online course if you think that this fits better
[4] Watch out: the answers are different from the test in lesson 2!

Lesson 6 - Attracting and motivating people for FairShares

Learning objectives

To be able to explain the value and relevance of FairShares to ensure participant engagement

Description of the content of the lesson

In this lesson, we offer research-based evidence to convince lab participants of the need for FairShares, with materials that appeal to both 'reason' and 'emotion'. Your role in this lesson is to develop your personal 'Case for FairShares'. You will consolidate your learning by preparing (or scripting) a voice track for a presentation on 'The Relevance of FairShares' after examining a number of cases of FairShares in practice.

Resources Required

Face to Face: Projector and laptop for the trainer, flipchart or whiteboard for further explanations of concepts

Online and Face to Face: Participants will need access to the learning materials (via DropBox or the Moodle Platform) plus a laptop or desktop computer with an internet connection.

Content

Download the lesson learning materials. Using them, you will:

- start preparing your own version of 'The Relevance of FairShares' to present in your own lab.
- find material and tailor slides 2, 4, 7, 10 and 13 (and modify other slides as necessary).
- cut and paste material from the 'extended' presentation to your own version where needed.

Task 1 - Observing your tutor (30 mins)

Make notes as your tutor gives (or shows) their presentation 'The Relevance of FairShares (Extended)'

If studying online, use the video link for [online students](#) or watch the video on the fsi.coop/courses learning platform.

Tasks 2 - 7 (Planning your presentation) (60 mins)

Preparation: Make a copy of: The Relevance of FairShares (Basic).

In a face to face learning setting:

1. Organise into pairs (three are allowed if there are three from the same lab, but if there are four or more, break these into groups of two/three people)
2. Create a copy of the presentation using the templates available.
3. Support each pair as they work through the sub-task below to customise the presentation to their needs. To help plan the lesson, each sub-task is described with approximate timings.

In an online learning setting:

1. Download the template for your presentation.
2. Correspond with other members of your platform and your tutor if you need support to tailor the presentation slides (as described below)

Sub-task 2 (Customise Slide 2) (indicative 10 mins)

- Agree a statement about the 'biggest challenge of today'.
- Agree a question you will ask your participants about this statement.
- Use a search engine to find a video (on YouTube) that informs participants about this statement. Add the video link to your slides.

Sub-task 3 (Customise Slide 4) (indicative 10 mins)

Scan Annex 6 (Methodology for Creating a FairShares Lab) to find a case to present to lab participants (or agree one based on your own experience).

- Add a statement about your case.
- Add a statement about your case's link to FairShares.
- Add a picture or short video that enables you to better explain your case.

Sub-task 4 (Customise Slide 7) (indicative 10 mins)

Add information to Slide 7 about any web platforms you would recommend lab participants use to raise funds for FairShares enterprises.

- Add a statement about your preferred platform.
- Add a video link, picture or URL so that participants can learn more about the platform.
- Add the names of any 'relevant practice cases' that you believe could use this platform to raise funds for a project.

Sub-task 5 (Slide 10) (indicative 5 mins)

Add information to Slide 10 about creating a FairShares enterprise in your lab.

- Add a statement about the support your lab can offer (how it would work)
- Add a video link, picture or URL that enables participants to learn more about your lab (you may need to do this later if your lab has not yet been created).

Sub-task 6 (Slide 13) (indicative 5 mins)

Add URLs to Slide 13 about any additional resources that your own lab provides.

- Name your resources so they are differentiated from those provided by FairShares Labs, the FairShares Association and FairShares Institute.
- If you have one, add a URL so that participants can access the resources you have named.
- Make any other changes you want to the remaining slides.

Sub-task 7 (Optional) - Preparing a voiceover (20 mins)

- Script and/or record a sample of your voiceover for Slide 2
  - Identify the technology that you will recommend for doing a voiceover.
    (N.B. this video presentation will become the video you use for your online version of this course).
- To finish this course and be assessed as a FairShares Trainer, you will need to finish this video, upload it to a social media platform, and submit the URL to the video you have created.

- Your country coordinator can provide feedback in advance of submission. Your assessor will also provide feedback if you wish to become a Certified FairShares Trainer.

Evaluation of the lesson

Undertaken as part of the assessment

Expectations of the FairShares Trainer

- To develop a strategy for convincing participants of the importance of the FairShares Model and FairShares Labs

Time

1.5 hrs

Recommendations

- Consider the benefits of taking out a subscription to the voiceover software you use so that other lab participants can use it without incurring additional costs.

Additional resources

The surprising truth about what motivates us: This engaging short animated video by Dan Pink explains how motivation works in human beings. Importantly, for mechanical tasks, financial incentives work. For cognitive tasks, financial incentives lead to poorer performance.

Personal coaching example: This early adopter of FairShares already has an evolved approach to explaining the importance of the FairShares Model.

The power of strategic communications (a history): This document provides a full history (starting with Freud) on the power of communications.

Motivating people in the 21st century: This article summarises the evolution of motivation theory.

77 ways to motivate people: This quick guide, by the University of Nebraska contains a whole series of things that you can do to encourage engagement and participation at work.

How to use Screencast O Matic: This URL takes you to a quick tutorial on using Screen-O-Matic, software you can use to record presentations with voiceovers.

Lesson 7 Introduction of the FairShares Platform

Learning objectives

To be able to make participants familiar with the Platform and to register themselves

Description of the content of the lesson

In this lesson we will use two short presentations:

1) To explain what the FairShares Platform is;

2) To describe the key functions offered by the FairShares Platform.

Trainers should be able to explain why it is more than a website and support the registration of new users on the platform.

Resources Required

(Online) Video, presentations and sample learning activities in your own language (or with subtitles) to coach people on using the FairShares Platform.

(Face to Face) Projector with an internet-connected laptop for the trainer, flipchart paper (or whiteboard) and pens.

Content

Download the learning materials from fsi.coop/courses and undertake the tasks.

Task 1 (5 mins)

- Watch the short introduction video about the Platform on the Moodle Learning platform

Task 2 (50 mins)

- Create a presentation based on "Lesson 07- 01 – Platform Overview" (Sample presentation provided)
- Include screenshots and explanations on the most important activities undertaken on the FairShares Platform (Registration, OpenStreetMap, Surfing the menus)
- Study the presentation 'Lesson 07 – 02 – Platform Key Functions' and develop a learning activity using 'Learning Activity – FairShares Platform (Template)' to learning activities for people in your FairShares Lab.
- Create an activity to explore 'key functions' by providing exercises (optional suggestion - add supporting ScreenCast videos) so that users of your lab can use to learn about navigating the FairShares Platform.

Evaluation of the lesson

- Was this lesson helpful for you?
- Do you feel able to explain the importance and use of the Platform to others?

Expectations of the FairShares Trainer

The trainer learns how to explain the relevance and the use of the Platform and design learning activities for platform users.

Time

1 hr

Recommendations

The responsible admin person should delete any test projects created by trainees from their Country Training Lab.

Additional resources

- Platform User Manual: https://fairsharesplatform.eu/user-manual/
- The FairShares Platform: https://fairsharesplatform.eu/
- Presentation with screenshots about the most important activities on the Platform
- Link: Country Lab

Lesson 8 Running an ideas workshop

Learning objectives

To learn how to facilitate an ideas workshop to generate ideas for FairShares enterprises.

Resources required

Face to Face Learning

Flipchart paper, pens (for brainstorming / mind mapping)

OPERA Board/White Board, A4 Paper/Post-It Notes, felt pens (for OPERA decision-making)

Copies of learning materials, activities and extra materials.

Online Study

Internet-connected laptop or desktop computer, with access to fsi.coop/courses.

Content

The ideas workshop is the first stage in a FairShares Lab. Its role is to generate relevant ideas that have the potential to become sustainable activities, and to form initial teams that promote and endow the idea with energy. It opens the door to developing a FairShares enterprise.

An ideas workshop is successful when people leave it with a commitment to work together on an enterprise idea and to develop it following the FairShares model, so we have the FairShares ideas and teams identified for the Lab. They can then be added as projects on the FairShares Platform.

A blueprint example of an ideas workshop with methods might look like:

- ✓ Invite and attract potential and interested persons to a workshop for creating venture ideas. That workshop can have a specific topic (e.g. bicycle repair shop or inclusion) or be open to any idea and topic.
- ✓ Welcome them in the lab and introduce the workshop agenda
- ✓ Use the OPERA method to help participants generate, pitch and select ideas to work on (see Learning Materials – OPERA Process, and 'Extra Materials' for further information). The process progresses through.
    - o **Own ideas** – each person works independently to think of their responses to the topic/question posed.
    - o **Pairing** – building on the assumption that working in pairs is a 'safe' way to share ideas, people share their responses with each other.
    - o **Explaining** - Each pair decides which ideas to present to others. Ideas may be related to the initial question posed or something that surfaced during discussion.
    - o **Ranking** – Still working in pairs, each group casts votes for the ideas they want to carry forward. Only one vote can be cast for their own ideas.
    - o **Arranging** – Statements that receive no votes are removed and the remainder are arranged into common themes to shape and clarify action plans.
- ✓ Introduce the four 'primary stakeholder groups' of the FairShares Model
- ✓ Put people into small groups to roleplay the stakeholder groups.
- ✓ Take the most popular idea first and let the groups think of who the stakeholders are and what makes that idea interesting to them (FairShares Canvass questions for the ideas workshop in the <mark>yellow</mark> section).
- ✓ Let each sub-group brainstorm what needs these ideas fulfil

    ✓ Let the groups present their results in a plenary lesson and enrich it with feedback and further suggestions from the wider group.

    ✓ Repeat that for all selected ideas.

    ✓ Allow group members to commit to an idea, and then ask them to save all results from the workshop, register it on the platform, and schedule a FairShares **incubator** workshop.

    ✓ Thank everyone for their participation, evaluate the workshop, and finish

Learning Activity

Task 1

Read the learning materials on OPERA, Brainstorming and Mindmapping (15 mins).

Task 2

Imagine you have a group of six participants in an ideas workshop[5]:

1. How will you introduce the group to the ideas workshop? Will you introduce them to the brainstorming, mind mapping and OPERA decision-making processes at the start, or just use them as needed?

2. Using the 'Learning Activity – Ideas Workshop (Template)' document, design your own programme (agenda, methods, resources, exercises). Outline how to welcome people, set up the agenda, right through to evaluation and finishing. Prepare your own plan for the organisation of the workshop.

3. (If you are working with a group, test out dividing them into stakeholder groups to discuss ideas from different perspectives).

The document 'Learning Activity – Ideas Workshop' is part of the portfolio that you will need to submit for assessment to become a Certified FairShares Trainer.

(Optional)

Replace Tasks 1 and 2 with an OPERA process that asks the question "What is the best way to generate ideas?" Use the result of the OPERA when preparing your Learning Activity - Ideas Workshop document

Evaluation of the lesson

- Was this lesson helpful for you?
- Do you feel able to run an ideas workshop?

Expectations of the FairShares Trainer

- To be able to run an ideas workshop
- To be able to use OPERA effectively in a learning environment

Time

3 hr

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[5] You also can invite 4 - 6 persons to play this exercise with you as a simulation game and reflect and collect with them what is important and needed to run a successful ideas workshop.

Additional resources

Running an ideas workshop short , medium and long video

Tools for ideas workshop

Workshop presentation and preparation

Activity ideas for recreation and relaxation

Sample innovation workshop

Innovation workshop guide

Lesson 9 Finding and Inviting People to Projects

Learning objectives

To support Lab members so they can engage different stakeholders in their projects through the FairShares Platform

Description of the content of the lesson

In this lesson we will guide the participants on how they can invite other stakeholders and apply their learning in a project within the English Train the Trainer's Lab at Sheffield Hallam University:

https://fairsharesplatform.eu/project/sheffield-hallam-university-employability-project/

Resources required

You need access to http://www.fsi.coop/courses to watch the video about Creative Commons (Lesson 09).

You will need access to https://www.fairsharesplatform.eu to find projects and invite people to them.

You will need access to a word processor that can edit Microsoft Word format documents to develop a learning activity for lab participants.

Content

Download the learning materials for lesson 9 then undertake the learning activities.

- Find and join projects in your country's Train the Trainer's Lab (see Learning Activity)

Learning Activity – FairShares Projects

Task 1

Download 'Learning Activity – FairShares Project (Template)'

- Undertake the activities in the document, then develop a new activity of your own.
- Save the document for future use.

Evaluation of the lesson

- Was this lesson helpful for you?
- Do you feel able to help others in the process or finding and joining projects?

Follow Up (After the Course)

- Discuss (face to face) or develop (online) a *strategy* for supporting people to invite other stakeholders (Labour, User and Investor members) to their project
- Find local, national and international projects, Labs and other practices using the OpenStreetMap on the site
- Write a guidance document for inviting other stakeholders
- Write a guidance document for building networks

Expectations of the FairShares Trainer

- The trainer is able to guide and support participants in joining projects on the Platform

Time

30 mins

Additional resources

- Project registration: https://fairsharesplatform.eu/projects/new/
- Using the Map: https://fairsharesplatform.eu/
- Invite stakeholders: https://fairsharesplatform.eu/members/search/
- FairShares Canvass and FairShares Canvass Questionnaire
  - Access these via fsi.coop/courses/ (FairShares Train the Trainer - Lesson 09)
- Find and offer URLs in your language similar to these:
  - 8 Tips for Turning a Connection into a Contact
  - How to network like you really mean it

Lesson 10 Introduction of the Planner and Canvass

Learning objectives

To support people as they come to know and use tools available for FairShares enterprise incubation and planning

Description of the content of the lesson

In this lesson, we focus on tools that help to build up a FairShares enterprise. The tools we will look at support

- Preparing a social enterprise plan from the FairShares perspective,
- Working together in a project
- Achieving a focus on timeframes and milestones.

Resources required

Projector and internet-connected laptop for the trainer, flipchart and pens

Paper-based or internet-based access to a FairShares Canvass, FairShares Platform and Planner

Content

Download the learning materials and activities to your computer (or obtain them from your tutor) before you start this lesson.

Learning activity: Resonate [Deconstructed](#)

Task 1

Read the 'Relevant Practice Case on Resonate', then study the learning materials that deconstruct the case using materials on the 'Introduction to the FairShares Model' course (which you have probably taken yourself to prepare for this course).

- Based on your interpretation of the Resonate Case, make amendments to the 'Resonate Deconstructed' document)
- Create your own Resonate Project (e.g. Mike's Resonate Coop or Shahida's Resonate Coop) in your country's Train the Trainer Lab.
- Go to the Questionnaire and enter answers for questions 1.1 to 1.8 (you can work from the Canvass if it is easier).

Task 2

Based on your reading of these materials, draft a short script (with others, if you are part of a group, or on your own if you are studying online). Your working title is:

> "When to use the FairShares Canvass and FairShares Planner"

Your script should give advice to lab participants about the pros/cons of using the FairShares Canvass (semi-offline) and FairShares Planner (100% online). Be critical. You are forming your own thoughts on how best to work with the questions on the FairShares Canvass. (Perhaps you will not use either in practice).

Task 3 (Optional)

- Create a short screencast in your chosen language
- Discuss the screencast with lab participants (face to face or online)
- Direct lab participants to the User Manual where appropriate

Evaluation of the lesson

- Was this lesson helpful for you?
- Do you feel able to work with (and give advice on) the Canvass and Planner?

Expectations of the FairShares Trainer

- To know what practical experience and theoretical understanding one should have to guide lab participants in their use of the FairShares Canvass and FairShares Planner.

Time

1 ½ hr

Additional resources

An overview of online project management tools.

How to use Asana, Basecamp, Pirate Pad, Planio, Dropbox paper and Trello

Lesson 11 Running an incubation workshop

Learning objectives

To facilitate exploring the feasibility of ideas to shift people towards incubation activities

Description of the content of the lesson

The participants will learn new ways to embed ideas developed in their FairShares Labs to build their development ecosystem

Resources required

Face to Face: Space, paper, pens and access to laptops/computers if required

Online study: an internet-enabled computer with access to learning materials.

Content

Incubator workshops are the second stage of a FairShares Lab. Ideas carried forward from Ideas Workshop will be developed further by a team and invited supporters (from as many primary stakeholder groups as possible). They will consider questions from the FairShares Canvass that support incubation. During this second stage, the objective is to support potential entrepreneurs to work on their ideas alone or in groups and develop them, so they become part of a FairShares Plan.

An incubator workshop is successful when ideas are developed and reviewed by primary stakeholders and there is alignment between FairShares values and principles and their economic potential that enthuses a team to plan an enterprise start up (or conversion).

- **Pre-requisite:** at least one blueprint example from an ideas workshop (to which we can apply collaborative learning methods)

Preparation

- Review the Overview of a FairShares Lab (Lesson 4), and FairShares Learning and Development (Lesson 8).
- Read the additional materials on 'Community Economy' and 'World Café' for working with large groups.

Read this example outline for an incubator workshop

- ✓ Organise a session with one or more teams that want to develop their FairShares ideas and invite additional participants to take on the role of primary stakeholder groups.
- ✓ Welcome them all and introduce the agenda.
- ✓ Briefly introduce the FairShares Model (to people who are new to the workshop).
- ✓ Introduce the FairShares Canvass, paying particular attention to the role of the primary stakeholder groups in idea development, and how their interests/needs might be met.
- ✓ The teams pitch their ideas and identify the stakeholders they need/want.
- ✓ The new participants join teams to work on Canvass Questions for the incubation stage which are in the Red section.
- ✓ Whilst all teams work on answers to the questions, the trainer supports the process.
- ✓ All teams present results in a plenary to get feedback from other teams.
- ✓ Teams input results into the FairShares Planner (or a FairShares Canvass) and invite others to become members or supporters to the development of their ideas.

✓ Thank for participation, evaluate the workshop, and finish.

This workshop can be redone as often as teams want to participate. They continue until they give up or finalise their FairShares plan and shift into the social enterprise planning (start-up) phase.

Learning Activity – Incubator Workshop

Imagine you have your original group of six idea workshop participants and have now invited a further 10 people for an incubation workshop:

1. How will you introduce the group to the incubation workshop? Will you introduce them to the learning materials at the start, or just use them as needed?
2. Using the 'Learning Activity – Incubation Workshop (Template)' document, design your own programme (agenda, methods, resources, exercises). Outline how to welcome people, set up the agenda, right through to evaluation and finishing. Prepare your own plan for the organisation of the workshop.

(If you are working with a group, divide them into stakeholder groups to discuss ideas from different perspectives. How would you support them to work through canvass questions CQ3.1 to 3.9?)

The document 'Learning Activity – Incubation Workshop' is part of the portfolio that you will need to submit for assessment to become a Certified FairShares Trainer.

Evaluation of the lesson

- Was this lesson helpful for you?
- Do you feel able to run an incubator workshop?

Expectations of the FairShares Trainer

To be able to organise and support an incubator workshop

Time

2 ½ hrs

Additional resources

[Business incubation management program](#)

[World Bank - how to run incubation workshops](#)

[InfoDef - incubation workshop](#)

[How to run a creative incubator](#)

[Development guidelines for technology-focused business incubators](#)

[Example for energy focused business incubators and workshops for Africa and Asia](#)

Lesson 12 Running a planning workshop

Learning objective

To be able to facilitate a group as it works towards finalisation of a FairShares plan

Description of the content of the lesson

Guiding them through the final stages of the FairShares Planner and Canvass preparation

Exercise working with World Café and set the agenda for a planning workshop

Resources required

Access to a project's FairShares Planner/Canvass

Access to a network of advisers capable of answering unresolved questions

Preparation

Download the lesson materials (which include an editable FairShares Canvass and Simulation Game description). If teams have been using the FairShares Planner on the Platform, get them to print their latest set of answers and transpose them onto the editable FairShares Canvass.

Content

The last step in the FairShares Lab is a Planning Workshop in which individuals and/or groups receive coaching and support. This is also the moment where the process of development turns into a process of implementation. The project is slowly becoming reality and proceeds on its own strengths.

This entire process typically takes 3–6 months, depending on choices about legal identity and arranging any finance needed to realise the project. Training and counselling changes slowly into a process of working with business (social enterprise) advisers. Project participants can continue to use the e-Learning and Communication tools (and their chosen ICT platforms) to turn their FairShares Plan into a social enterprise (business) plan.

The Planning Workshop starts with identifying if everyone and everything is on board to make a start. Working from the remaining questions from the red and green parts of the FairShares Canvass (or FairShares Planner), you find ways, resources, methods and advisors to answer unresolved questions. As you resolve them, you develop a social enterprise (business) plan and prepare any cashflow and profit-loss projections that funders/investors, or your members, require. Outstanding questions might be:

- How will you segment users (i.e. clients/customers) and how will you reach each segment? (Read Learning Materials - Simulation Game to get some ideas).
- Are the arrangements satisfactory for primary stakeholders to cooperate in the supply chain?
- Have we identified the wealth that will be created (natural, human, social, intellectual, manufactured, financial capital) to hone our social mission/message?
- Are the proposed surplus/power sharing arrangements between primary stakeholders still equitable?

Learning Activity

Task 1 – Hone your planning process to prepare for a simulation (45 mins)

- Read the additional Learning Materials about World Cafe.
- Imagine you have reconvened the group of six founders from the ideas workshop and are now preparing for a final planning session.
- Using the 'Learning Materials – Planning Workshop (Template)' document, set out your welcome, agenda, (re)introduction and evaluation strategies for a planning session.
- As you do so, consider the relative merits of World Café, action learning groups and appreciative inquiry (FairShares Learning and Development Methods) for working out solutions to unresolved questions.
- Re-check that your final plan satisfies all stakeholder perspectives.

Task 2 – Design a Simulation (90 mins)

- Read the 'Learning Materials – Game Simulation' document.
- Design a simulation game for the groups in your lab to interact with each other.
- Bring into the game events that might disrupt or enhance their plans.
- Build natural breaks into the game that result in interaction between planning teams and groups.
- Write up your Game Simulation Plan in 'Learning Activity – Planning Workshop (Template)'.

The document 'Learning Activity – Planning Workshop' is part of the portfolio that you will need to submit for assessment to become a Certified FairShares Trainer.

Evaluation of the lesson

- Was this lesson helpful for you?
- Do you feel able to run a planning workshop?

Expectations of the FairShares Trainer

To be able to run a planning workshop

Time

2 ½ hrs

Additional resources

How to run a planning workshop

WHO - How to run a planning workshop

How to run a strategic planning workshop

Example of a strategic planning workshop

Examples and tools for strategic planning workshop

Lesson 13 Realisation of a FairShares plan

Learning objectives

To be able to facilitate the process of pitching, prototyping and looking for professional advice.

Description of the content of the lesson

This lesson covers the transition process from incubation to operationalisation of a FairShares Plan. We also consider how to facilitate networking to overcome ecosystem constraints and limited resources.

Resources required

Internet-enabled laptop, computer, tablet or smart phone to work on documents on and off-line.

Preparation (15 mins)

This lesson works best when a project is reaching a level of maturity and a coach is working with a group to transition from planning to start-up. In a 'Train the Trainer' course, there may not be such a group, so you can prepare a case based on new development in the 'Relevant Practice Cases' (Annex 6) or agree with students an alternative case sufficiently well-known to work through lesson tasks. The tasks and learning activity below provide a framework for coaching trainers on the processes for the realisation of a FairShares Plan. However, it is vitally important that you adapt to their needs and are prepared to deviate from these if it better serves the needs of the group.

Ask all participants to (re)familiarise themselves with the Seven ICT Platforms.

Ask all participants to (re)familiarise themselves with the Four Legal Choices

Content

Download the lesson materials before you undertake this lesson.

Task 1 – Set Tangible Goals (20 mins)

Support teams to outline their vision.

- Identify significant, measurable, project goals that will bring existing projects to fruition, or which the selected case study went through during start-up/conversion.
- Take one case: for each large goal, establish the smaller goals that were (will be) achieved to meet the larger goal.
- Put them on a timeline and debate them within the group, with your facilitator (it can help to use a spreadsheet to collaborate online).

Task 2 – Identifying Resources (20 mins)

Develop a method for identifying the pool of resources accessible to the founding group (Founders)

- Mindmap (or list) personal, professional and physical resources at the group's disposal.
- Distinguish material (item), immaterial (skill) and professional resources (profession).
- Create a composite list of the resources for everyone in the study group.
- Allocate your resources against the 'smaller goals' in ways that will facilitate them.

Task 3 – Develop a Strategy (20 mins)

With your goals and resources consolidated into a single document

- Practice combining knowledge about access to resources with the small goals on your timeline. In short, prepare a document of what will you do when, and what resources (wealth) will you need to access?
- Identify which FairShares Learning and Development techniques will support you to work through issues that arise out of this process.

- Take a Comfort Break -

Learning Activity 1 (45 mins)

- Prepare a 1-minute elevator pitch that contains a problem statement (or pressing issue), a new value proposition, an emotional hook.
- Create a verbal (video) and written (text) version of your pitch.
- Identify communication tools and pathways for disseminating your pitch.
- Identify tools for product development cycles - Trash, Lego, Stick, Bluetec etc.
- Identify professional advisers - map local, national, international support as a group activity.

Learning Activity 2 (15 mins)

- Refine your detailed timeline/strategy by adding the ICT platforms you will use for ongoing revision of your timeline/strategy (in a virtual environment) and operational management of products and services.

Evaluation of the lesson

- Was this lesson helpful for you?
- Do you have an overview of the processes for realising a FairShares Enterprise plan?

Expectations of the FairShares Trainer

To be able to support the realisation of a FairShares Plan

Time

2 ½ hr

Additional resources

Read 'How does a FairShares enterprise evolve?', Part 1, 'The Case for FairShares' (pages 38-56)

Read the 'Extra Material' on Coaching and Auditing.

Learn how to develop insights using FairShares Social Auditing Tools

Learn how to develop insights using FairShares Advanced Diagnostics

Lesson 14 - Evaluation of the Course

Dear FairShares Train the Trainers student,

you have now completed the FairShares Train the Trainers course. For self-assessment and confirmation as FairShares Trainer we offer the following questionnaire.

After successfully answering all questions, the country administrator can confirm and admit you as a trainer on the FairShares platform upon request. As a registered user, you can register as Trainer with your details on the FairShares Platform - sub - page "Trainer". If you click on the "FairShares Trainer" box in the selection, you should either have successfully participated in the FairShares Association audits or have at least successfully completed the questionnaire in Lesson 14 of the FairShares Train the Trainers course. Based on your given name and email address, the country administrator can review your results and enable you as a trainer on the FairShares platform.

Please click on the link below and you will be redirected to the questionnaire. Please read the instructions for the questions well. At the end you have to submit the questionnaire and you will receive an automatic result. Overall, you can score 40 points, you should have reached at least 30 of the 40 possible points. The country administrator will send you the answers to the questions on request.

You find the questionnaire here:

https://docs.google.com/forms/d/e/1FAIpQLSflu3a7fMHSU2emc2kxJ12crlY2hBjC7sIQSIKThdFdyS
R91A/viewform?usp=sf_link